KATE SEO

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EDUCATION

BOSTON UNIVERSITY   Boston, MA
Bachelor of Arts in Computer Science, Minor in Advertising   Expected May 2026
Cumulative GPA: 3.66 [Dean's List 3 semesters]

WORK EXPERIENCE

BOSTON UNIVERSITY DEPT. OF COMPUTER & ELECTRICAL ENGINEERING   Boston, MA
Marketing Assistant   Sept 2024 – Present
- Revitalized the department's social media strategy by developing weekly posts promoting events and achievements, and translating technical jargon into accessible language, resulting in more engaging and comprehensible content
- Collaborate with the Publications & Media Administrator to write concise news articles, maintain the department website, update event calendars, and distribute internal communications, contributing to an organized and informed academic community

SPARK!   Boston, MA
Community Ambassador   Jan 2023 – Present
- Coordinate Spark!'s weekly outreach event "Cookie O' Clock," leading to a **120% increase** in non-affiliated student attendance, strengthened connections with the broader BU community, and increased awareness of Spark!'s resources and opportunities
- Collaborate with a cross-functional team of **5 ambassadors** in leading event planning, managing logistics, budget allocation, and resource distribution to ensure seamless event execution, high community engagement, and attendee satisfaction

RELEVANT ACADEMIC PROJECT

SUSTAINABLY MADE   Jan 2023 - May 2023
- Led market research and user interviews to uncover users' frustrations with finding sustainable shopping options, translated insights into detailed product personas, then designed a sustainable business discovery app to address these pain points
- Applied Agile methodology to develop multiple iterations of Figma prototypes, enhancing usability and accessibility based on user feedback to provide a seamless, intuitive solution for users seeking sustainable products

LEADERSHIP EXPERIENCE

HACK4IMPACT   Boston, MA
Director of Marketing   June 2024 – Present
- Used Adobe Photoshop to design a new club logo, physical marketing materials, and social media content to establish campus visibility and a cohesive brand identity, resulting in a **22% increase** in social media followers
- Collaborate with event organizers to develop and promote events aligned with the club's mission, retaining **60+ new members**

Director of Community Affairs   Sep 2023 – May 2024
- Organized and hosted monthly events such as alumni panels and networking events, improving professional development for **50+ participants** and resulting in Hack4Impact having the **second-highest event attendance** out of all STEM clubs on campus
- Made executive decisions on event logistics and catering, prepared slideshow materials, and communicated with external partners to create fulfilling professional growth opportunities for students

GIRLS WHO CODE   Boston, MA
Bytes Facilitator   Sep 2023 – Nov 2023
- Designed and delivered comprehensive **1-hour lessons** on Python, covering fundamental topics such as data types and loops, to build a strong coding foundation for **13 third and fourth-grade female learners**
- Provided individualized feedback and mentorship and ensured clarity in concepts to cultivate a nurturing atmosphere that empowered girls to confidently pursue coding and technology

SKILLS

Technical Skills: Python; Java; SQL, HTML/CSS; Javascript; React; React Native; Git; Assembly; Figma; Adobe Creative Suite; Microsoft Office
Languages: Fluent in English; Conversational Proficiency in Korean